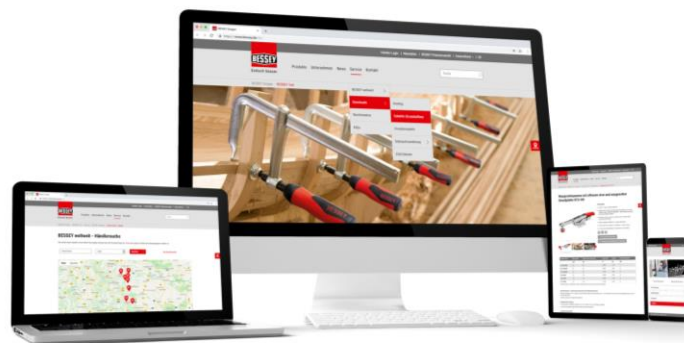


Press Release 01/2019 – **New from 1st April, 2019:**
Website relaunch of the BESSEY Group

GOOD. BETTER. BESSEY WEBSITE.

Innovative, practical solutions – that's what BESSEY stands for. This claim applies equally to our own clamping and cutting technology products as it does to the new website of BESSEY Tool and BESSEY Precision Steel at: www.bessey.de.



Optimised for mobile devices!

Maximum end user experience for mobile devices is built into the responsive web design, making the new BESSEY website experience even more comprehensive. The design not only offers a high degree of user-friendliness, but also optimizes to the respective screen size in terms of size, orientation and structure.

All-round versatility!

The modern and visually attractive appearance adds to the customer experience: The content available is designed to meet the needs of a range of customer groups. Thanks to this design approach and a clear, intuitive structure, BESSEY customers can now find their way on-line with just a few clicks.

The digital assistant!

The new website provides information in a clearly structured way. This includes detailed product data, PDFs for download and valuable tips on the correct handling of BESSEY tools in the FAQ section.

Even more additional benefits with the new supplier and agent search!

Thanks to the intuitive navigation, visitors to the website can find BESSEY dealers in the surrounding area with just two clicks! But that's not all. Distributors can also contact their responsible BESSEY contact person directly via the agent search.

BESSEY – Simply better!

The GoLive of the new website means the course has been set for an international roll-out of the website, so that the BESSEY website will soon also be available in other language versions. Stay tuned!

Innovative, customer-oriented solutions in clamping technology, cutting technology and precision steels are a tradition at the BESSEY Group. Ever since its foundation, the bright steel drawing plant has been setting standards, a fact that is clearly demonstrated by the numerous patents granted for manual hand tools and the most state-of-the-art ultrasonic and eddy-current inspection methods in the field of precision steels. "To stop improving is to stop being good." The motto of company founder Max Bessey remains true today and is the guiding principle to everything that the company does and produces.

The history of BESSEY:

1889 Founding of BESSEY as a bright steel drawing plant in Stuttgart. / **1936** The production of clamping tools begins. / **1944** Construction of the current parent plant in Bietigheim. / **1979** Acquisition of the Ernst DIENER shears factory, thus expanding the BESSEY product range to include ERDI shears. / **1984** Consolidation of tool and precision steel production in Bietigheim / **2004** Founding of BESSEY Präzisionsstahl GmbH. / **2005** Company renamed from BESSEY & Sohn GmbH & Co. KG to BESSEY Tool GmbH & Co. KG. / **2011** Klaus Fuchs becomes Managing Partner of the BESSEY Group. / **2019** Founding of BESSEY Präzisionsstahl Vertriebsgesellschaft mbH and the BESSEY Group celebrates its 130 year jubilee.

You can find further information on our long-established Swabian company and its products at www.bessey.de.

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